

DRAFT
MSc. International Marketing & Entrepreneurship
Provisional Timetable 2021/2022

SEMESTER 1

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9.00 – 11.00 a.m.	[ENG G047] For Introductory Session & MK5133 when on campus & workshops	International Marketing Strategy (MK5141 + MK579) [AC201, Concourse] (TBC)	Services Marketing (MK5117) [ENG-G017 LT 2] (Elaine Wallace)		
11.00 a.m. – 1.00 p.m.		Research Methods (MK563) Concourse] (Sinead Duane) [AC201]		12.00 – 2.00 p.m. International Marketing Strategy (MK5141 + MK579) [Anderson Theatre] (TBC)	
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2.00 – 5.00 p.m.					

ENG = Engineering Building; AC = Concourse & Anderson Theatre – Main campus.

Module Delivered Online:

MK5133 Marketing Performance & Productivity (MacDara Hosty) (5 ects)

MK5139 Social Media Marketing Theory (Ann Torres) (5 ects) on Tuesdays from 3.00 – 5.00 p.m.

PLEASE NOTE that this semester 1 timetable is provisional as of 20/8/2021 and may be amended subject to public health advice and University guidelines. A final timetable will be issued closer to the start of term.

Dates of Term

First Semester:

Teaching begins: Monday, 6th September, 2021.
Teaching ends: Friday, 26th November, 2021.
Study week: Monday, 29th November, 2021.
Examinations begin: Monday, 6th December, 2021.
Christmas holidays: Saturday, 18th December, 2021.

Dates of Term

Second Semester:

Teaching begins: Monday, 10th January, 2022.
Teaching ends for Easter: Friday, 1st April, 2022.
Easter Break: Friday, 15th April – Monday, 18th April, 2022.
Field Trips: Monday, 4th April, 2022.
Study Week: Monday, 11th April, 2022.
Exams begin: Tuesday, 19th April, 2022.
Exams end: Friday, 6th May, 2022.
Summer School: Monday, 9th – Friday, 13th May, 2022 (to be confirmed)